paper board packaging

OCTOBER 1981

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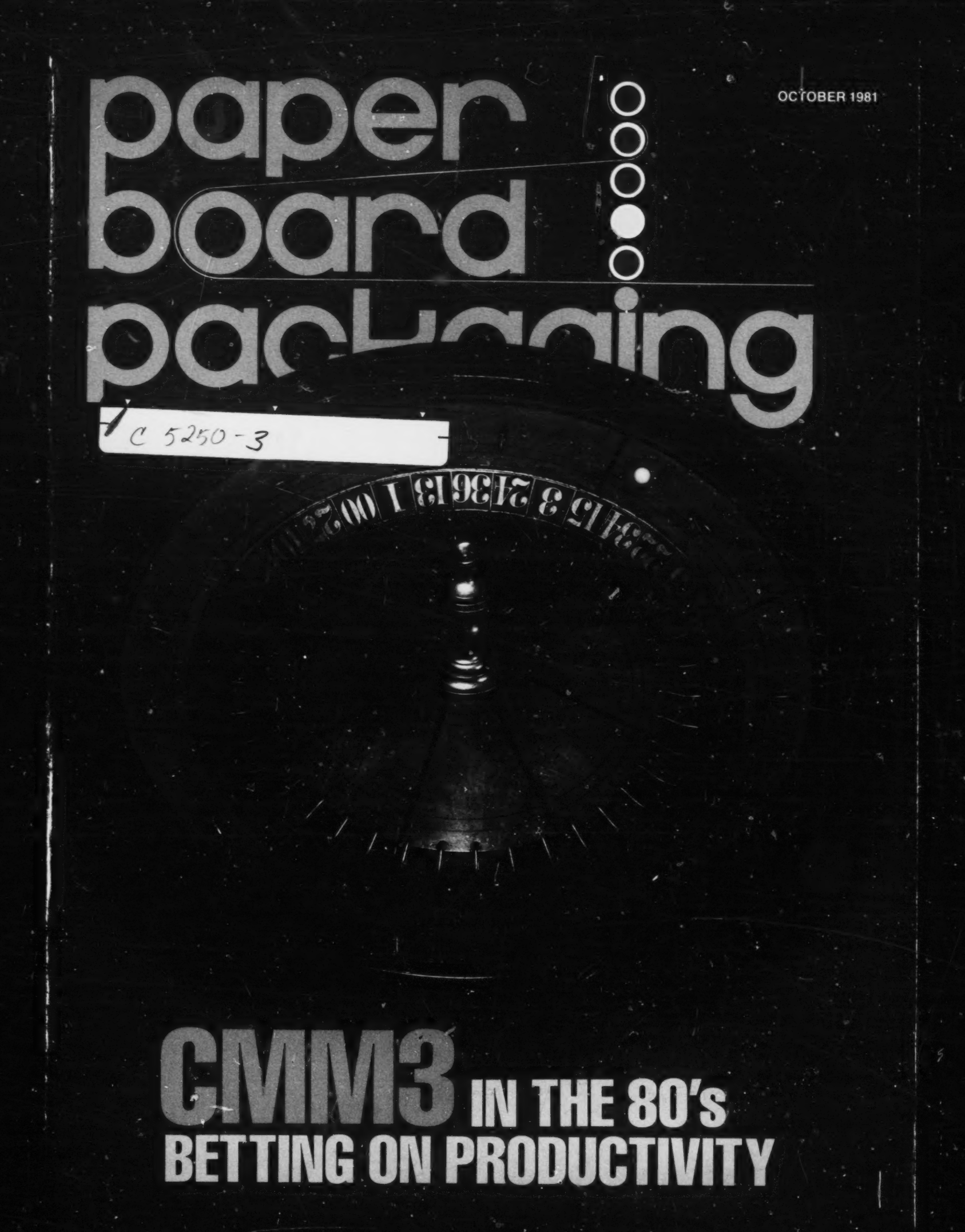

CMM3 IN THE 80's
BETTING ON PRODUCTIVITY

vol.66 no.10
October, 1981

on the cover

The theme of this year's CMM3 exposition, in Atlantic City, is productivity, a subject which all of American industry is betting on in the eighties. Cover photo by Chuck Fishbien.

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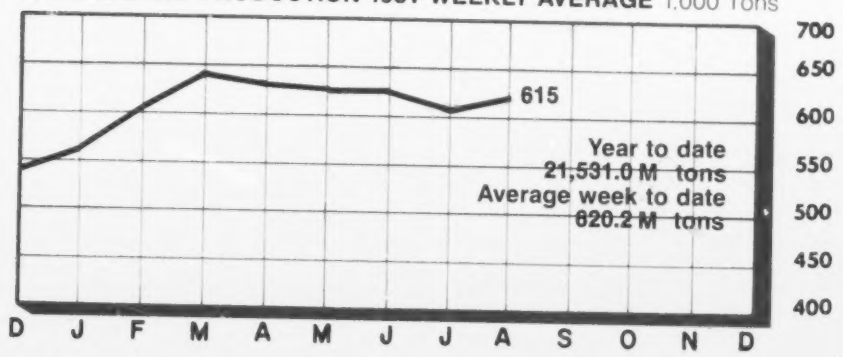
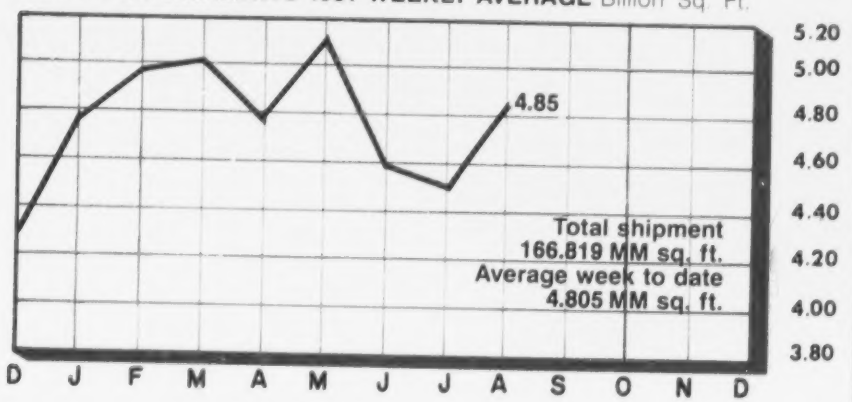
INDUSTRY STATISTICS

PAPERBOARD PRODUCTION 1981-WEEKLY AVERAGE 1,000 Tons



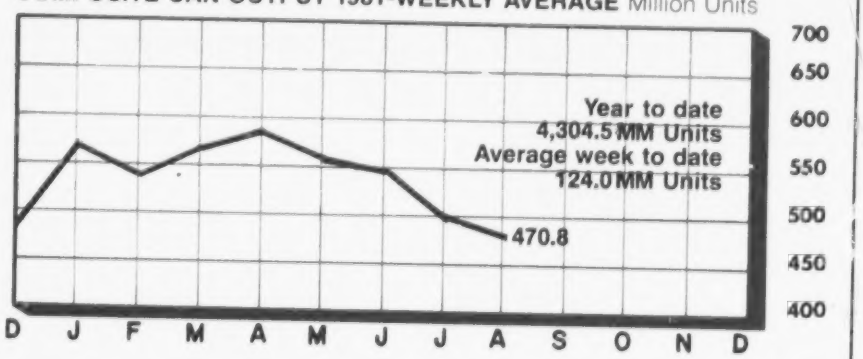
PAPERBOARD MILL OPERATIONS: The first two-thirds of 1981 ended with an average-week board output 3.8% above the previous year's level, compared with a drop of 0.7% in '80 from '79, and a rise of 3.9% in '79 from '78, and of 3.1% in the latter over '77. In short, this illustrates the "averaging out" of industry expansion — two years of typical growth, followed by one of decline (because of widespread West Coast mill strikes), and now an above average year in compensation. Rising output margins over 1980 suggest, for the present at least, that this strength will continue through the year.

FIBRE BOX SHIPMENTS 1981-WEEKLY AVERAGE Billion Sq. Ft.



PAPERBOARD-TYPE PRODUCTION: In August, total board volume of 2722.6 M tons — up 1.2% from '80 — comprised 1977.1 M of boxboards — 10.2% up, as projected on historic basis from the American Paper Institute's "production by furnish" reports. This depicts the strong resurgence of recycled boards, against the accelerating cost of virgin pulps. Thus, in three months preceding August, volume of recycled furnish was 9% up from 1980, compared with 3% for the virgin solid bleached. Also seen is a cooling-off of containerboard output, as the "strong dollar" stagnates exports.

COMPOSITE CAN OUTPUT 1981-WEEKLY AVERAGE Million Units



RIGID PAPER BOXES: A satisfactory performance during and after what normally is the summer doldrums brought set-up box business into the last third of 1981 with overall billings more than 10% above '80, and with each of the eight NPPA reporting regions showing some improvement. However, the geography effect continues strong, with variations ranging in recent months from advances of 40% in populous and busy Eastern sectors to double-digit drops in the Midwest, where major industries remain in serious recession. However, this veteran box form shows an averaging-out, over the years, in its regional business fortunes.